

28 October 1977

MEMORANDUM FOR: Executive Officer, DDA

FROM : Clifford D. May, Jr.
Director of Data Processing

SUBJECT : Inaction on CIA Gift Shoppe Proposal

1. Several months ago you received an outline of a CIA Gift Shoppe Proposal which would be implemented as part of Project Outreach. The outline contained ideas for many attractive and novel souvenirs and gifts which obviously resulted from the effort of many creative people rumored to be associated with the Office of Training.

2. Several weeks ago I became aware of the availability of CIA belt buckles in the CIA blind man's stand. More recently I came across a CIA bumper sticker (copy attached) which is available for purchase. Both of these items appear to be based on information contained in the Gift Shoppe Proposal.

3. I note that the original Gift Shoppe Proposal is buried somewhere in the bottom drawer of your safe. However, in view of the recent availability of the above-mentioned items, there is a prevalent rumor that the DDA EO has been using the ideas in the Gift Shoppe Proposal for his own personal enrichment. Furthermore, it has been suggested that he "deep sixed" the Proposal to preclude any competition for his own business activities. Naturally, we in ODP know that you would not do such a thing - but we are wondering why you buried the proposal.

Clifford D. May, Jr.

Att: a/s